Intellectual Dishonesty

The Science of Convenience

PM3001242779

Source: https://www.industrydocuments.ucsf.edu/docs/ngdk0001

Philip Morris Web Site

- "There is an overwhelming medical and scientific consensus that cigarette smoking causes lung cancer, heart disease, emphysema and other serious diseases in smokers. …Smokers and potential smokers should rely on these messages in making all smoking-related decisions."

PM3001242780

Source: https://www.industrydocuments.ucsf.edu/docs/ngdk0001

PM Position on its Web Site

- "Mr. Newhauser's letter mischaracterizes the Company's website as constituting a public admission that cigarettes cause illness. It does not."

  – Jerry Whitson (Hunton & Williams) to Securities and Exchange Commission on behalf of Philip Morris, 10 February, 2000

PM3001242781

Source: https://www.industrydocuments.ucsf.edu/docs/ngdk0001

Selective Use of Science

- Applies precise scientific approaches to harm reduction product design
- Creates enormous sense of "controversy" around whether ETS is harmful
- Refuses to apply knowledge of tobacco harm and addiction to marketing practices except to attempt to conceal harms and to increase consumption

PM3001242782

Source: https://www.industrydocuments.ucsf.edu/docs/ngdk0001

Recommendations, I

- Companies must be accountable to a public health authority for *all, not some*, of their activities that affect public health
- Transparency: Unique situation in which public health needs are enormous and pressing but most of the data relevant to regulation controlled by the very industry whose past behavior gives little confidence in its stewardship of the public good

PM3001242783

Source: https://www.industrydocuments.ucsf.edu/docs/ngdk0001

Recommendations, II

- Initial marketing of novel products should be dependent on data from an appropriate set of surrogate markers, **if and only if…**
- There is substantial, appropriate postmarketing monitoring **coupled with**
- Premarketing agreement about authority to reign-in or recall product without delay if it does harm or if monitoring system is faulty

PM3001242784

Source: https://www.industrydocuments.ucsf.edu/docs/ngdk0001

Recommendations, III

- NIH funded research into tobacco products design and alternatives
  - Understand products
  - Inform regulatory opportunities
  - Provide authoritative independent voice for FDA

PM3001242785

Source: https://www.industrydocuments.ucsf.edu/docs/ngdk0001